

**ASSESSING MOTIVATIONAL FACTORS INFLUENCING EFFECTIVE LEARNING  
AMONG UITM NEGERI SEMBILAN SCIENCE STUDENTS**



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## 1. Letter of Report Submission

November 2012

**PROF. DR. ABU BAKAR ABDUL MAJEED**

The Assistant Vice Cansellor (Research)

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Universiti Teknologi MARA


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**SELANGOR DARUL EHSAN**

Dear Prof.,

### **SUBMISSION OF REPORT**

Attached is the report titled **“ASSESSING MOTIVATIONAL FACTORS INFLUENCING EFFECTIVE LEARNING IN UITM SCIENCE STUDENTS”** to fulfill the requirement as needed by the Research Management Institute, Universiti Teknologi MARA. Thank you

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## 5. Report

### 5.1 Proposed Executive Summary

***" People don't change their behavior unless it makes a difference for them to do so."***

*-Fran Tarkenton-*

Motivation is a very interesting topic because it has great influence on education and learning. It can be regarded as the key to acquire new knowledge. Due to its importance, motivation has been the centre of focus for research for decades. However, graduates quality have been deteriorating as they only engage in surface learning as opposed to deep learning. Their learning process is more towards getting by or just to pass examination. As a result, many students are unable to recall things they have learned in the recent past. Thus, effective learning needs to take place as to encourage the students to be able to more analytical, conduct critical thinking and communicate their thoughts effectively. Thus, the research has two objectives namely to identify the important predictors that motivate students in attaining effective learning, to investigate to what extent the elements of social dimension as well as mental dimension and their ability to explain in attaining affective learning. There are several key items such as the data collection method, data sources as well as sampling design, which will be clarified in research methodology. This study will include a set of questionnaires that will be distributed among students in private and public institutions. As such, it hopes that this research will gain further knowledge on impact of students' motivation towards effective learning and subsequently manifested with academic excellence. Continual learning has always been essential to academic success

### 5.3 Introduction

*"Desire is the key to motivation, but its determination and commitment to an unrelenting pursuit of your goal - a commitment to excellence - that will enable you to attain the success you seek."*  
Mario Andretti

Motivation is a very interesting topic to be discussed as it involves in every parts of our daily life. It has great influences in one's life, namely, in career development, education, learning, affiliation and so forth. It can be regarded as the key to acquire new knowledge. Due to its importance, motivation has been the centre of focus for research for decades. Over the years, researchers have come up with various theories on motivation. According to Motivation is "a process which starts or improves organizational behaviors, encourages an ongoing activity and directs activities towards specific targets" (Madsen, p. 46). According to Robbins (2001), motivation is the processes that account for an individual's intensity, direction, and persistence of effort toward attaining a goal (Robbins, p.156).

Many researchers are interested to explore the scope of motivation in academic fields due to the study will provide a better insight of factors stimulating students' academic achievement as well as to reveal the reasons students are unable to cope or perform in their subject matters. In addition, students can be portrayed as gems to be polished as they will be the next generation to administer one country either to gain benefits or harms, and therefore it crucial to generating the factors stimulating their academic achievement. Thus, this research will concentrate on assessing motivational factors influencing effective learning in Universiti Teknologi MARA (UiTM) Science Students.

As written by Dennis, Phinney and Chuateco (2005), motivation is regarded as a positive predictor to a student while a negative predictor will sets in when students are not motivated. The academic success of students depends on personal characteristics as well as the environment characteristics. Therefore, motivation is the key mechanism in achieving an academic excellence with other personal characteristics, namely, mental ability, academic skills as well as goals. At the same time, the characteristics of environment encompass of everything in our surrounding. One of the main challenges in attaining effective learning is having motivation.